



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Pickens, AL

Top Tapestry Segments:

Rural Bypasses	46.5%
Rooted Rural	37.7%
Southern Satellites	15.8%

Demographic Summary

	2007	2012
Population	20,925	21,047
Households	8,276	8,406
Families	5,818	5,809
Median Age	38.7	40.2
Median Household Income	\$30,465	\$33,324

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	50	\$1,365.31	\$11,299,310
Men's	52	\$258.52	\$2,139,511
Women's	48	\$457.73	\$3,788,214
Children's	60	\$263.10	\$2,177,405
Footwear	45	\$227.12	\$1,879,641
Watches & Jewelry	44	\$87.50	\$724,174
Apparel Products and Services ¹	48	\$71.33	\$590,365
Computer			
Computers and Hardware for Home Use	51	\$111.50	\$922,814
Software and Accessories for Home Use	45	\$13.46	\$111,354
Entertainment & Recreation	60	\$2,067.82	\$17,113,297
Fees and Admissions	41	\$252.93	\$2,093,222
Membership Fees for Clubs ²	44	\$69.09	\$571,748
Fees for Participant Sports, excl. Trips	44	\$49.83	\$412,423
Admission to Movie/Theatre/Opera/Ballet	38	\$56.93	\$471,157
Admission to Sporting Events, excl. Trips	44	\$25.44	\$210,502
Fees for Recreational Lessons	40	\$51.64	\$427,392
TV/Video/Sound Equipment	59	\$684.42	\$5,664,290
Community Antenna or Cable Television	64	\$429.00	\$3,550,381
Color Televisions	49	\$67.41	\$557,922
VCRs, Video Cameras, and DVD Players	59	\$22.72	\$188,061
Video Cassettes and DVDs	59	\$36.04	\$298,304
Video Game Hardware and Software	57	\$18.79	\$155,482
Satellite Dishes	64	\$0.99	\$8,229
Rental of Video Cassettes and DVDs	54	\$32.37	\$267,925
Sound Equipment ³	47	\$74.03	\$612,675
Rental and Repair of TV/Sound Equipment	53	\$3.06	\$25,311
Pets	75	\$330.77	\$2,737,473
Toys and Games	62	\$112.62	\$932,065
Recreational Vehicles and Fees ⁴	79	\$361.15	\$2,988,884
Sports/Recreation/Exercise Equipment ⁵	61	\$139.66	\$1,155,813
Photo Equipment and Supplies ⁶	55	\$75.78	\$627,127
Reading ⁷	52	\$110.49	\$914,423
Food	62	\$5,207.56	\$43,097,789
Food at Home	65	\$3,247.76	\$26,878,486
Bakery and Cereal Products	64	\$464.22	\$3,841,848
Meat, Poultry, Fish, and Eggs	67	\$883.16	\$7,309,052
Dairy Products	65	\$355.43	\$2,941,507
Fruit and Vegetables	59	\$516.61	\$4,275,484
Snacks and Other Food at Home ⁸	66	\$1,028.35	\$8,510,595
Food Away from Home	58	\$1,959.80	\$16,219,303
Alcoholic Beverages	50	\$308.07	\$2,549,550
Nonalcoholic Beverages at Home	69	\$300.91	\$2,490,372



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	25	\$371.46	\$3,074,195
Vehicle Loans	75	\$4,613.25	\$38,179,240
Health			
Nonprescription Drugs	70	\$84.87	\$702,385
Prescription Drugs	85	\$493.61	\$4,085,083
Eyeglasses and Contact Lenses	64	\$53.30	\$441,120
Home			
Mortgage Payment and Basics ⁹	50	\$4,365.46	\$36,128,508
Maintenance and Remodeling Services	53	\$1,040.77	\$8,613,407
Maintenance and Remodeling Materials ¹⁰	77	\$290.30	\$2,402,555
Utilities, Fuel, and Public Services	66	\$2,909.86	\$24,081,982
Household Furnishings and Equipment			
Household Textiles ¹¹	54	\$74.42	\$615,872
Furniture	50	\$317.97	\$2,631,522
Floor Coverings	46	\$41.87	\$346,497
Major Appliances ¹²	68	\$199.88	\$1,654,212
Housewares ¹³	56	\$58.84	\$486,971
Small Appliances	64	\$23.56	\$194,990
Luggage	38	\$3.87	\$32,037
Telephones and Accessories	56	\$26.57	\$219,894
Household Operations			
Child Care	39	\$163.14	\$1,350,167
Lawn and Garden ¹⁴	80	\$357.97	\$2,962,587
Moving/Storage/Freight Express	50	\$26.85	\$222,217
Housekeeping Supplies ¹⁵	67	\$513.16	\$4,246,905
Insurance			
Owners and Renters Insurance	71	\$338.48	\$2,801,221
Vehicle Insurance	64	\$941.94	\$7,795,479
Life/Other Insurance	68	\$432.85	\$3,582,260
Health Insurance	74	\$1,447.10	\$11,976,188
Personal Care Products ¹⁶	60	\$284.11	\$2,351,281
School Books and Supplies ¹⁷	49	\$59.08	\$488,910
Smoking Products	81	\$389.29	\$3,221,800
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	74	\$4,239.48	\$35,085,951
Gasoline and Motor Oil	75	\$1,523.47	\$12,608,216
Vehicle Maintenance and Repairs	62	\$658.37	\$5,448,633
Travel			
Airline Fares	41	\$165.72	\$1,371,482
Lodging on Trips	52	\$211.15	\$1,747,511
Auto/Truck/Van Rental on Trips	37	\$15.93	\$131,851
Food and Drink on Trips	53	\$249.51	\$2,064,944

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.